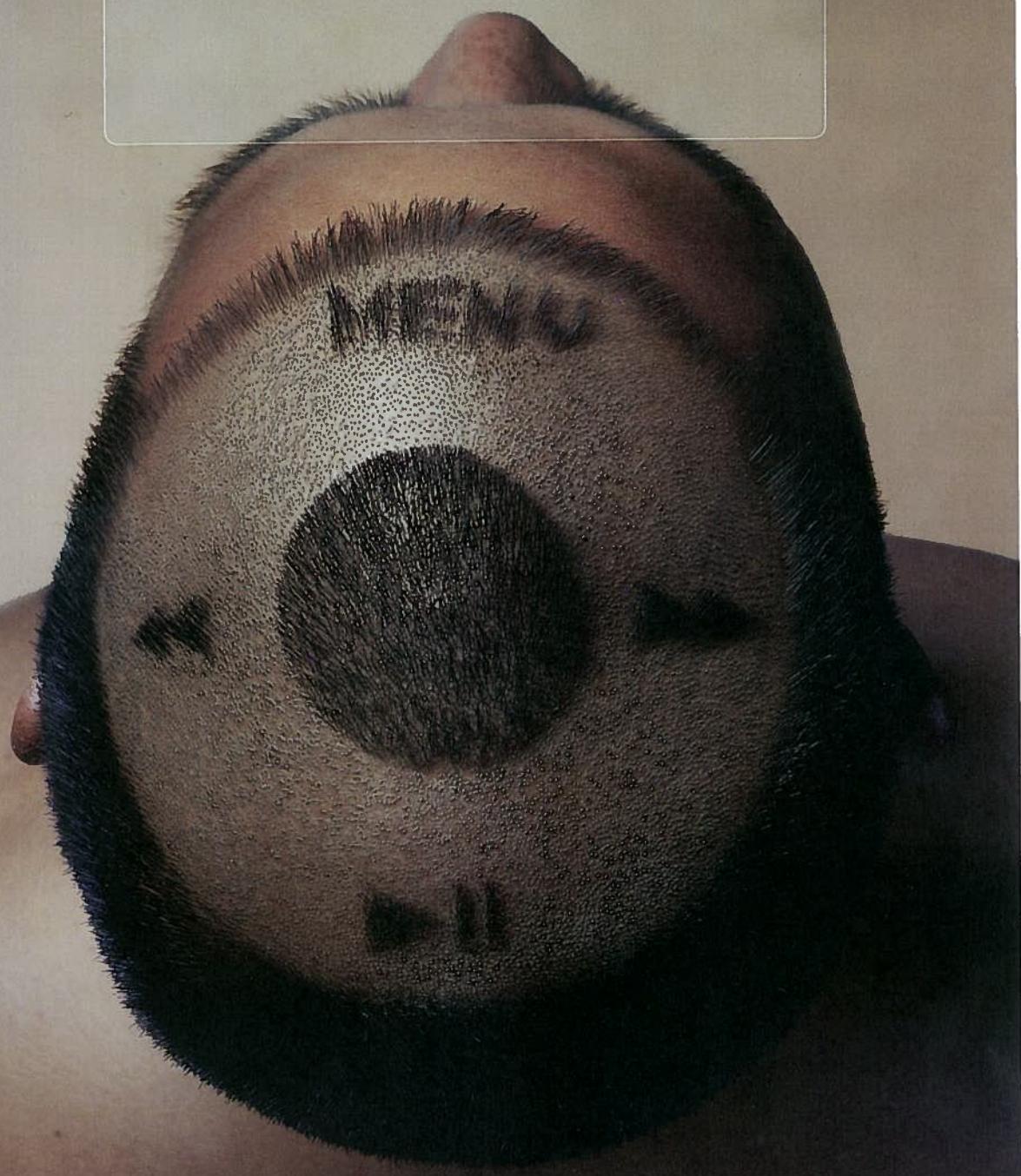


EXHIBIT 5

THE CULT OF iPod



THE iPod RANKS AS ONE OF THE GREATEST CONSUMER ELECTRONICS SCORES OF ALL TIME

-BUSINESS 2.0